Company: EPAM Systems
Company Description: Since 1993, EPAM Systems, Inc. has leveraged its advanced software engineering heritage to become the foremost global digital transformation services provider – leading the industry in digital and physical product development and digital platform engineering services. Our globally deployed teams help make the future real for clients and communities around the world
Nomination Category: App Categories
Nomination Sub Category: Shopping
Nomination Title: HUGO BOSS XP

1. Date this app or site was first released:

   June 10, 2024

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

   Total 158 words used.

   HUGO BOSS takes its current membership program to the next level by introducing HUGO BOSS XP - a program which seamlessly blends traditional loyalty features with innovative blockchain-supported elements, such as digital tokens. Members can experience the world of BOSS and HUGO like never before through a unique phygital journey. The goal of the program was to create a dynamic, personalized experience that attracts new customers, deepens relationships with existing ones, while enhancing customer lifetime value through innovative technology and exclusive rewards

   The program uses innovative digital and physical touchpoints and customer data to create a hyper-personalized and localized omnichannel experience. An example of a token is the BOSS Frequent Visitor token. A member who checks-in tapping their mobile phone on different physical touchpoints in a BOSS store can for example unlock this specific token to receive special BOSS products. Thus, sales associates will be able to deliver even more personalized services through information available on their devices.

3. Provide the applicable creative and production credits for this entry:

Attachments/Videos/Links:

HUGO BOSS XP

[REDACTED FOR PUBLICATION]